



OCT 13 2006		U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number: 10/713,964 Filing Date: November 14, 2003 First Named Inventor: Jeremy BEM Group Art Unit: 2168 Examiner Name: Dangelino N. Gortayo	
Sheet	1	of	1	Attorney Docket No.: Google-61APP (GP-151-01-US)	

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source		T ²
D6	AL	U.S. Patent Application Serial No. 10/674,888 titled "INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A RELAXED MATCH", filed on September 30, 2003, and listing Jeremy Bem as the inventor		

Examiner Signature		Date Considered	11/23/2006
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.